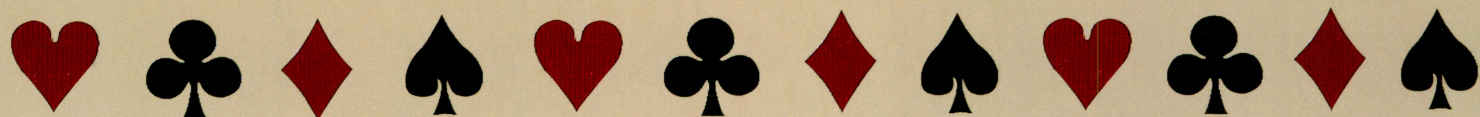


C.O.C.A. TIMES

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COIN OPERATED COLLECTOR'S ASSOCIATION



Blackjack Counter Games

by Bill Petrochuk



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Message from Our President...

Hello fellow coin-op collectors. This has been a great year for finding machines. There were plenty of auctions with an extraordinary amount of the goodies we like. Despite the bad economic conditions most of the good items seemed to command high prices and find new homes. Common machine prices remained stable or were down slightly. I've had a lucky year as several new toys have found me and decided to stay.

Hopefully the member information update that we conducted in September was a success. Thanks to all of you that took the time to update your info and pay your dues in a timely manner. Our membership is approaching 650 and still growing. If you did not yet renew, contact Treas. Doug Cain at LDougCain@aol.com.

Successful local gatherings were held in California, Ohio, North Carolina, Wisconsin, and Arizona. Thanks to all of the hosts for doing their part for COCA. We hope to continue meeting locally and need your help. If you would like to host a local gathering in 2009, please call me at 919-304-4455 for details.

Our next meeting will be on Friday, November 14, at the Hilton Garden Inn, St. Charles IL. The cash bar and check in will begin at 5:30. An optional lasagna dinner buffet will follow at 6:00 and will include lasagna, fresh rolls, salad and dessert. The meeting will begin at 6:30. Our featured speaker will be Walter Reed. He was PR Director for 31 years for the National Automatic Merchandising Association and an international consultant to companies in the vending business worldwide. He was the chief spokesman for the vending industry of the USA and one of its few international historians. All of our members are sure to enjoy his dynamic and lively stories about the glory years of coin-op and vending. We will also be discussing a possible future trip to Jaspers at the meeting.

The price for the dinner buffet will be \$10 per person. Please call VP Marsha Blau at 414-352-7623 to make dinner reservations or if you have any donations for door prizes or auction items. Early dinner payment and check-in may be done at the COCA booth in the Megacenter on Friday.

If you have any questions or comments please see me at the COCA booth in Chicago, contact me via the "email COCA's President" section in the discussion forum at coinopclub.org or call me at 919-304-4455 from 8 to 8 Eastern.

Bill Petrochuk
COCA President



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DEADLINE FOR NEXT ISSUE: JANUARY 9, 2009

Blackjack Counter Games

by Bill Petrochuk

Blackjack or “21” is one of the most popular table card games in American casinos. In Blackjack, you win if you get a higher hand than the dealer without going over 21. Should you go over 21 (Bust) you lose. Face cards count 10, Aces are either 1 or 11 and all other cards are face value.

In 1934 Richard Groetchen devised the first machine that could play Blackjack, at that time a game that was played among friends at home or in a saloon. Poker counter games had been popular since the late 1800's and this was a welcome addition. The push button activated reel shutters were what made the game. This gave the customer the option of making a decision to “Hit” or “Stand”.

The 21 VENDER is a large trade stimulator. The wood cabinet is painted black with an art deco aluminum front casting and marquee.

Groetchen filed for a patent in April of 1934 and received approval on October 23, 1934 for his new “Vending Machine”. Unfortunately gambling devices were unpatentable and infringement by others would be hard to prove. Beyond the shutters, this patent covered all other aspects of the game like the pivoting flap and ramp gumball delivery system. This device would not allow coin entry when empty.



Pierce Tool and Mfg. Corp. made a copy cat machine called “Hit Me” in 1934. This all aluminum stimulator employed the same basic 5 reels depicting cards with shutters covering the last three

Groetchen filed a complaint with the National Recovery Administration. This was one of the New Deal programs of President Franklin D. Roosevelt in 1933. The NRA set up competition codes that were designed to reduce “destructive competition”. As first chronicled by coin op historian Bill Whelan in the March 1982 issue of “The Coin Slot”, Groetchen was awarded exclusive priority rights for manufacture and distribution on June 13, 1934. This decision led to a short run of the “Hit Me” and is reflected by the small number of examples available today.



Two industry giants introduced Blackjack games in 1935. O. D. Jennings and Co. produced an all quarter sawn oak wooden cabinet game called “21 or Black Jack”. The mechanism was adapted from The Puritan Girl fruit reel trade stimulator that Jennings had been making since 1928. This machine also had 5 reels depicting cards with a step shutter covering the last three. Each push of the lever resulted in another card for viewing. Perhaps the NRA also deemed it a copy as this may be the hardest Blackjack machine to find today.



In 1935 Mills Novelty Co. also introduced one of the most complex trade stimulators ever produced with the simple name of “Black Jack”. The cabinet is cast from one piece of aluminum. A sanitary gum vender stuck out of the front like a jackpot on a slot machine. Turn the knob and get a gumball with every play. This beauty has two sets of reel bundles with 5 reels each. The top set was for the dealer and the bottom row for the player. There are 5 coin slots, each one ready to take your penny. Put 1¢ in the top slot and pull the handle. This spins all ten reels and covers all of the windows except the first one in each row. Take a ‘Hit’ by putting pennies in each slot below the bottom row. Mills

had devised a method of opening the shutters without pushing a button. The penny itself dropped the shutter. To view the rest of the dealer's cards push the button on the upper left. Sounds complicated doesn't it? It is and this probably led to the scarce supply of survivors. Good Luck finding one. Mills also may have been chased off by threats of code violations to the NRA. Or maybe it was just a little ahead of its time as Mills would return to this style of cabinet in 1938 with a trio of machines called Kounter King (with shutters), Fruit King and Wild Deuces only now the cabinets had wood sides and bottoms with an aluminum front.



In 1936 Pierce came back with another version of its short lived "Hit Me". This time it was called Army 21 Game. The all aluminum cabinet still had 5 reels and 3 shutters only now the symbols were numbers and not cards. Only 2 reels were available for "Hits." The center shutter revealed the dealers hand along with the amount of money won in "Points."

This is also a hard machine to find but not because of the NRA. On May 27, 1935 the NRA was found to be unconstitutional by a unanimous decision of the U.S. Supreme Court. Governor Huey Long of Louisiana said, "I raise my hand in reverence to the Supreme Court that saved this nation from fascism." It's doubtful that patent infringement was an issue either as this was surely a gambling device. Perhaps this game died an early death due to another issue altogether... style. America and the coin machine industry were embracing a new look of sleek, smaller, more modern games.



In 1935 Daval Mfg. Co. introduced Reel "21." This \$23.75 when new game was one of the many humpback or round top machines they would produce during the late 30's. Modern painted curved cabinets replaced the old boxy shiny aluminum slab sided games. Reel "21" uses the same number symbols as the Army 21 Game and the same shutter system. The large population of available games makes it one of the most successful Blackjack games ever.



Groetchen would stay in style in 1936 by revamping their successful art deco 21 vender and calling it "21 Twenty One". Number symbols would replace the old card symbols and the cabinet got a makeover with a curved top. The shutters moved from the right to the left side and now the first window showed the hand to beat and winning odds. There are more of these machines available than the old style. This is a solid and very well made game.



Western Products made the first Baby Blackjack machine named Draw 21 in 1937. This half pint was small enough to find a place on any store counter or bar. It would be among the first of many smaller modern designed stimulators. It used the same format as the Garden City Army 21 Game and some of them were private labeled by Western for Garden City. This identical twin was named Baby Jack. Western used the same cabinet for their cigarette game Match-Em and also private labeled it for Garden City with a Prince nameplate. Weak pot metal mechanism parts may have helped to contribute to the lack of surviving examples.



Groetchen would shrink their 21 game in 1941 and call it Klix. They used the same format only much smaller with a front end that looked like an automobile grill. The house window was moved again, this time to the far right. Klix were made throughout the 40's except during WWII. This is an easy machine to find.



In 1941 Daval also pruned their Reel 21 game down to midget size and renamed it "21". They packed a lot into a tight space with the shutter mechanism, coin divider base and gum vender all on board. This machine was still being made into the 1950's. There are plenty of surviving examples available.



During the late 1930's Exhibit Supply Co. adapted their very successful Select-Em dice game cabinet into a 21 game called Beat-It. They used three dice to form the player's hand. The dealers hand and winning odds were determined by a pointer, a spinning ball and roulette wheel. Plenty of action in this game and it's quite hard to find.



Not to be outdone by its competitors ABT introduced a non-reeled game called Skill Cards in 1936. This is a small counter top pin game. It played Poker or "21" using 5 steel balls that would drop into holes with card symbols. Not a rare game but somewhat hard to find.



All of the games in this article are fun to play. They gave the customers more action for their money. In eight short years at least one dozen styles of Blackjack Games had been created. These games were all produced in Chicago and many of them still return to their birthplace in April or November to find a new home.

*Photo credits:
All photo's from Bill Petrochuk collection except,
Beat-It courtesy Robert Chaney Collection,
Skill Cards courtesy Lester Aaron collection and
Daval "21" courtesy COCA website.*



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Auction Finds

by John Carini



It's my first week of retirement, and I now have time to attend local week day auctions. One such auction proved especially beneficial. On July 30th, I picked up an old German 1 cent scale made by Seca. The auctioneer said the scale was quite heavy, especially for its size, and wasn't sure if it worked. We managed to pick up the scale for \$160 with buyer premium. It was a small scale, so I was surprised how heavy it was. My son, Nick, helped me carry it to the car. We took the scale home and parked it in our garage. I was able to pick the lock, and out poured money everywhere. It was filled with pennies, nickels and dimes, (see photo.)

I managed to fill an entire 2-gallon pail. I had a hard time lifting it to get it in my car. I received strange looks when I brought the big pail filled with money to my local bank. Two tellers jointly lifted the bucket and took it to the back room for counting. The total was \$59.60. It was a nice bonus. And, the scale works!



I also picked up a
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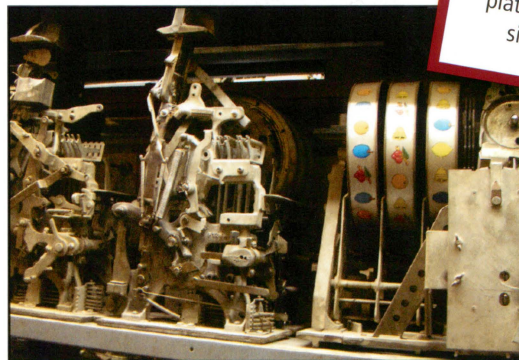
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It happens to all of us. You see something and think to yourself, "Hey! That thing is really under-priced. I'll buy it and even if I don't keep it, I'll make a killing on the other side when I sell it." Sound familiar? Of course it does. If you've been collecting coin-op for any length of time, today's tale will strike a responsive chord.

I was cruising Ebay when I came across the item in Photo "A" in the toy section. The verbal description was fairly straight-forward if not a little grammatically challenged. It said: "WOW LOOK A ANTIQUE TOY DICE MACHINE 1 CENT. MAPLE WOOD, HAND MADE, 1930-1950, THE MACHINE IS FUNCTIONAL. BATTERY D. THE WOOD HAVE A VERY BEAUTIFUL PATINA, MEASURE IS 9 _ LONG X 9 INCHES LARGE X 14 INCHES LARGES. EXCELLENT TO ADD TO YOUR COLLECTION OR DECORATION. POSSIBLE TO COMBINED A SHIPPING WITH OTHER ITEMS ADD \$2.50. THANK YOU FOR LOOKING AND BIDDING. HAPPY NEW YEARS ALL EBAYERS."



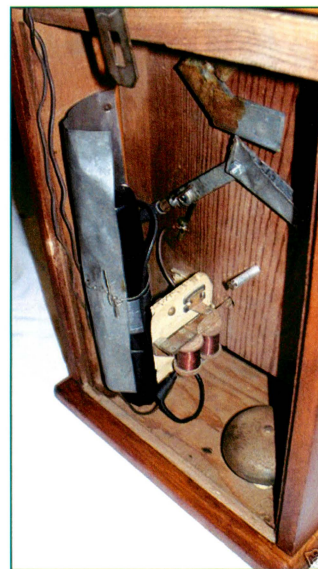
Scholck and Awwwww

by John Peterson

As with most of my anticipated Ebay transactions, I wrote to the sellers and asked a question or two, mostly to get a feel for their honesty and integrity. I was also curious to know how the machine operated since the interior picture of the machine, Photo "B," although clear photographically was vague operationally in my non-mechanical mind. I basically described how I thought it should work: coin drops – makes circuit to light bulb and shakes dice – drops down into base and hits/rings bell – and asked if this was correct. The seller responded and told me I was right. The response also answered another intuition of mine; the seller was French-

Canadian with English as a second language and actually had no idea how the machine really worked.

All in all, an ideal situation. The seller does not know what they have which is why they listed it in "toys" rather than "arcade" or "gambling." They do not know how it works and they started the auction at \$39.99, which I considered a steal. These little dicers are well liked and the fact that it was home-made did not detract from its attractiveness as far as I was concerned. Even if the little machine did not work properly as configured, what's the big deal? This is just basic electrical circuitry, folks. I fly high-tech airplanes for heaven's sake; how tough could it be?



The auction ended and I was the winner. One other person thought enough of the game to participate but only enough to offer the opening price. Just as I suspected, all you coin-ops missed this gem because of the poor description and the improper category listing. I got the little dicer for \$40.99. Fantastic! I must be a doggone brain surgeon!



I eagerly awaited my latest joy from Quebec, Canada. It eventually arrived in nice condition and after chasing all the Styrofoam peanuts away from the mechanism, I grabbed a penny and dropped it down the slot. Nothing. No light, no shaking

dice, no smile on my face. Several pennies later, I decided that I better open it up and check out what was or was not going on inside. The interior, Photo "C" is what I vaguely saw in the photos on Ebay. What they did not show is that the wiring was only partly connected. One of the wires from the 3 cells of "D's" taped together was hanging loose inside the case. Referencing the above paragraph, I'm a brain surgeon so I must be able to figure out this circuitry in short order. Right?

Wrong! Many hours of experimentation later, the darn thing still won't work properly. I can make the dice shake and the light illuminate by touching the loose wire to various terminals and places on the metal plating but I cannot make the circuit work by way of the arm dropping down with the coin to make and then break the circuit. So, instead of a cute little one-of-a-kind fully operational all American original, I have a homemade clunker that only operates by hand-on-wire, mine. What's a poor fool to do?

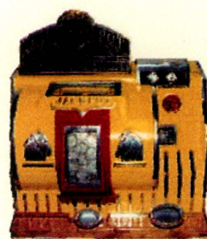
Why, I do what all the other fools do. I put it back on Ebay. And you know what? It sells for \$101.99. As I said before, I am a doggone brain surgeon!

Postscript:

As my mother used to say,
"Not so fast there, Buckaroo!"

The above story was written before I placed the dicer for sale on Ebay. I figured all I had to do to complete the article was to insert the final auction price, which I did. What I did not account for was the more interesting part of the story that developed after the auction began.

That, my friends, is the subject of
"Schlock and Awwwww, Part II."
Stay tuned.



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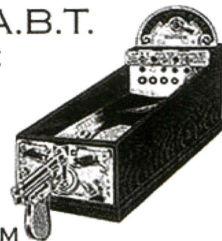
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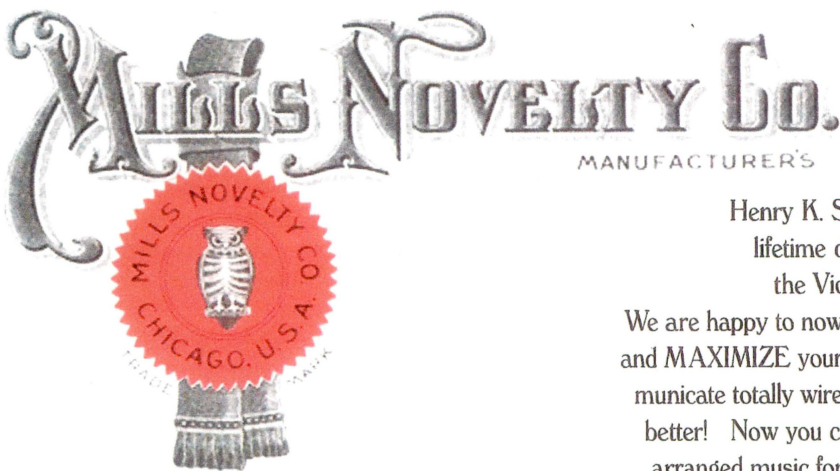
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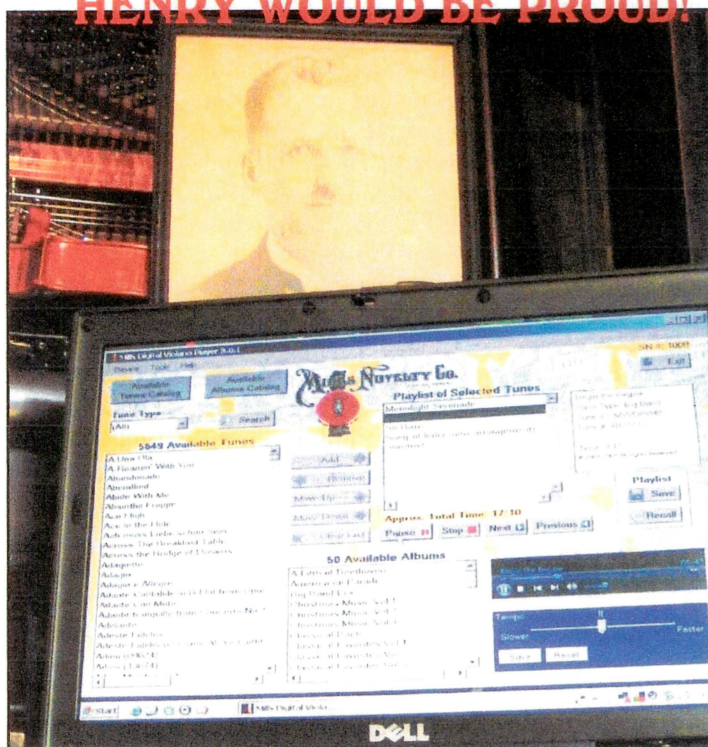
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The Dynamic Duo From Exhibit Supply

By Bill Howard

The Exhibit Supply Company emerged in the 1920's to produce some of the most sought after counter top trade stimulators. Perhaps the two most prized are Hit Smiling Joe and the Sambo Fortune Teller, pictured in this article.

Exhibit Supply first emerged as the manufacturers of Ski Ball and other huge arcade machines featured in the early outdoor carnival days of the Twentieth Century. Their ads in Billboard between 1910-1920 to attract promoters of these outdoor events are plentiful, along with ads offering "rain insurance" to the promoters if Mother Nature intervened and kept the crowds away.

In the 1920's Exhibit began to specialize in floor model arcades and table model trade stimulators after the great outdoor carnivals had exhausted their run, in favor of the great amusement parks, circuses, and indoor arcades.

In 1925 Exhibit announced new floor model arcade machines and improvements to its counter trade stimulators with a huge ad in Billboard, The Bullseye was definitely the most interesting of the group. See Every Picture Tells a Story by this author on page 133. Then, in February 1926 Exhibit introduced the Ball Gum Fortune Teller, a very rare trade stimulator that featured pictures of some of the most famous celebrities of the day as a format to suggest to the youth what they might become some day. This prize has always alluded me, and I was happy to see friend Tom Gustwiller discover one in the Chicagoland parking lot recently that he is now restoring. Another interesting piece of information in that ad is that the Exhibit Play Ball stimulator of 1926 (see Every Picture Tells a Story at p.147) was originally offered with a wood case and fewer holes in the baseball background. I have never come across this version.

The two most interesting and valuable of the counter top Exhibit trade stimulator line are, in my opinion, Hit Smiling Joe and Sambo Fortune Teller. Not only are they colorful, fun to play, rare, and wonderful as a pair, but they also teach the collector an awful lot about the functional history of trade stimulators at the peak of their influence in the 1920's and 1930's.

These two machines have a common theme, but are quite different in operation. Hit Smiling Joe is not a gambling machine, but rather an amusement game offering a ball of gum and a fortune with a chance to get your money back. It is also very politically incorrect, as it was also advertised with a separate marquis card as "Hit the Coon," probably depending on where it stood relative to the Mason-Dixon line. It is extremely well built and featured special metal cash box, ruling out any gambling feature. The object was to get the coin to fall and hit Joe in the head so that the coin returned along with the gumball and the fortune when the lever on the right was pushed. All other slots simply afforded the gum. The scarcity of this machine is the result of the fact that it, like the Wildcat stimulator (see Every Picture Tells a Story at p. 129), had a health hazard feature because the gum and penny were returned in the same cup, causing its prohibition shortly after it was introduced. Similar health concerns caused the earlier banning of the lung testers.

The Sambo Fortune Teller, although similar in appearance, has an all oak case (Joe has a green cast iron plate below the playfield) and is not a fortune teller except as a legal excuse to gamble. It is also extremely rare, although one with a few problems was recently offered for sale at the Wisconsin 2006 COCA Convention.

You have to study this machine closely to understand it. The giveaway clues are that (1) it is almost impossible to hit Sambo in the head and get the penny in the middle channel, (2) if the player was paid the number of pennies called for in the fortune for every place the coin fell, the proprietor would go broke, and (3) the spacing between the playfield and the glass allowed a number of coins to accumulate before being dumped by pushing the metal rod at the top of the machine. I have never seen a stimulator that allowed pennies to accumulate like that in its gambling operation without jamming it up. Many coins can accumulate in each channel of this machine. My answer is that this very sinister gambling game could (1) be played by two or more players who put pennies in the machine and total their scores and determine which among them was a winner by totaling the fortune numbers found in their columns or (2) one player could play and be paid off 16 pennies by the proprietor if his penny fell in the center channel after hitting Sambo in the head. Believe me, this is more than a 16 to 1 shot. I've tried.

The graphics of these machines may not be a feather in the hat of our social history, but they are great. The machines run the gambit of penny back, gumball, fortune, and betting against the house as well as one another, telling us a lot about the real use of trade stimulators and their glory days. I was very lucky to have acquired this pair in excellent original condition from Tom Gustwiller in the early days of my collecting in one of his weaker moments. Joe and Sambo are among my favorites and are pictured.



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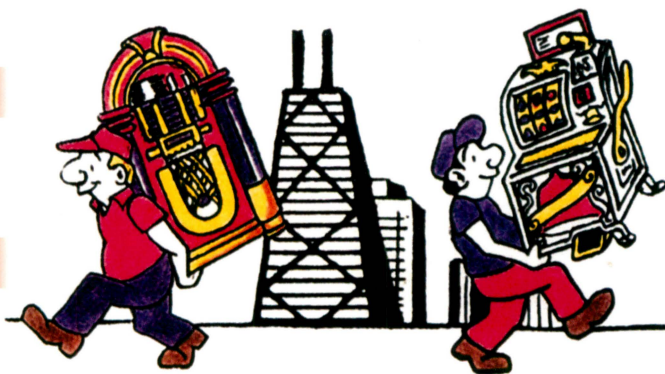
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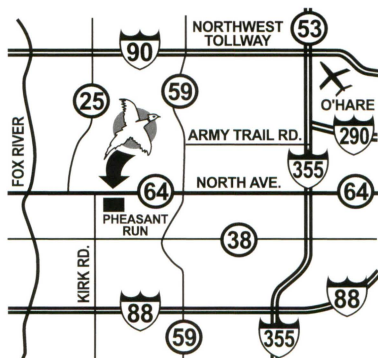


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FRENCH MUSIC MACHINE

By Sal Mazzeo

I'm writing to C.O.C.A.'s readers about an antique French music machine that my cousin owns. It was made in Lyon, France, by J. Ferrari, but somehow made its way to the U.S., where my cousin purchased it in Pennsylvania. He has restored the machine, but would like to know more about it, so I'm hoping you'll be able to publish this message in C.O.C.A., as well as the corresponding photos. It works on a French 10 Centime coin, but a U.S. 50 cent piece will also make it work.

my cousin's house. With the front screen removed, the triangle is at the left, the tambourine is in the middle and the castanets are on the right. The large wooden roll with metal pins is in the front of the machine, in front of the keys and sounding board, and is a lighter colored wood. It can only be seen in one of the photos.

My cousin worked on the machine for a number of years, since it was a basket case when he obtained it. He had to refinish the entire mechanism and case, as well as replace the metal pins embedded in the wooden roll that actuates

the keys. It was a big job, but he was up to the task. It needs to be tuned, but otherwise appears to work fine. It plays a set number of songs/tunes (which are named in French, of course, on a little card that came with the machine). It has a

winding crank on the left-hand side to set up the machine, which is also where the 10 Centime coin slot is located.

I'm trying to find out any additional information from our readers, such as history of the manufacturer, similar machines, when it was made, etc. Please let me know if you've seen a machine like this previously. I'll have to try out the 'Discussion Forum' on our C.O.C.A. website, which I haven't yet used. Perhaps our mentor Jasper Sanfilippo, with his impressive collection of music machines, can shed some light on this coin-op! I certainly enjoyed the tour of his house this past spring - it was unlike any other collection I've seen before.

In the interim, I've sent my cousin (J. Delserro) C.O.C.A. subscription information, as he's interested in joining our group. He also collects other coin-ops, but I'll let him describe them in words and photos after he subscribes!





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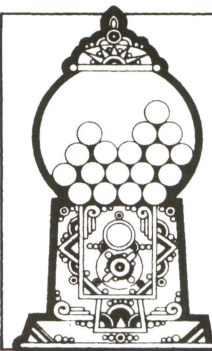
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by Bill Enes



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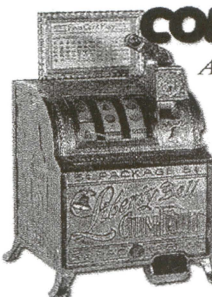
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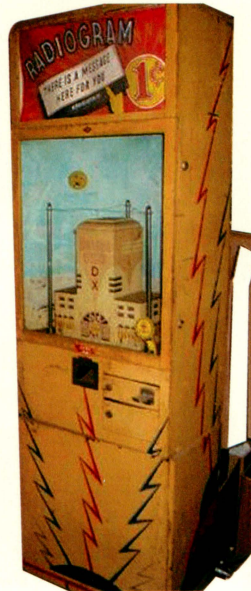
RECENT Warehouse Find

Hidden Since the 1960's - FOUND IN EAST FLANDERS



Photo of
Arcade
Machine

Rocketship
Gripper
Made in
Chicago
Circa 1950's



Catalog
Cut from
Exhibit
Supply
Circa 1941

RADIOGRAM

A brand new idea in amusement machines. You can hear and see your message being received. The aerial wires flash and crackle. The sound of the Morse Code tat-o-tats from the broadcasting station. Curious bystanders gather around to see what news is coming in. They all want a Radiogram card, which looks just like a real cable—every message is different.

TO OPERATE:—Very simple to understand. Just deposit coin and the machine starts—the sound and flash of the incoming message lasts about 20 seconds. Then your Radiogram card is dropped into the cup on front of the machine.

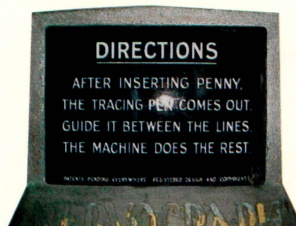
DESCRIPTION:—Handsome large cabinet containing very realistic scene of a Broadcasting Station. Attractive light-up electric top sign in bright colors. Separate cash box with lock, A.B.T. slot. Machine operates on 110 volt AC 60 cycle current. Height 82 inches, width 24 inches, depth 16 inches. Net weight 135 lbs. Shipping weight 200 lbs.

Price.....\$225.00
including 5000 extra cards
Radiogram cards \$2.50 per 1000
64 different readings



Early 1930's
Ahrens Arcade
Machines

Talking
Scale



Nerv O
Graph



Electricity
is Life



2-Player Monkey Climb

Please email if
you have ever
seen any of
these machines.

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DEALER - COLLECTOR - TRADER



Circa 1907
Caille George
Washington Scale
(A stunning Caille Gem)



Circa 1900 Cast Iron
German Chicken Vends a
Tin Egg for 5 cents American



Circa 1895
T.F. Holtz Novelty Card
Machine
(Beuschel, pg. 65)

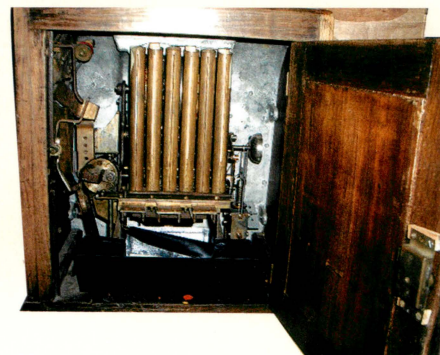


Mills 1920's
Original Jack Pot
Dewey

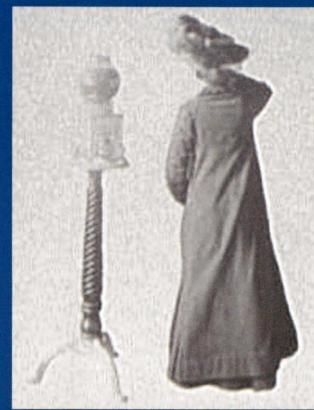
Rare 1930
French Token
Pay-Out Card
Machine



French Token
(back)



A Waterproof Candy & Peanut Salesman



Roger Smith

The story of Caille's Perfect vendor

Any one who has collected coin-operated devices for any length of time is familiar with the second largest producer of slot machines, the Caille Brothers Company of Detroit, Michigan. They were the producers of some of the most ornate and decorative machines ever to grace the halls of saloons, speakeasies, and respectable clubs. From innovative counter-top machines, to behemoths weighing in at over 600 pounds, the Caille Brothers seemed to offer it all. They held a commanding presence in the slot machine and trade stimulator fields, second only to Mills. They were also a major producer of "amusement machines" that ran the gamut from lung testers and lifters, to scales and medical battery machines. Despite this major involvement in "coin-controlled machines," there is one area in which they seem surprisingly absent: vending.



While few collectors realize it, Caille did offer at least three globe-style vendors over the years, and like their other machines, they were incredible. What were these machines and why have so few survived? That brings us to our story.

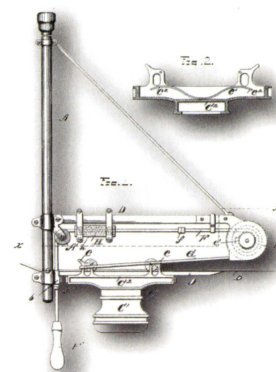
The Caille Company

Let us start with the Caille Brothers Company itself. The roots of the Caille Brothers Company go back to 1893 and The Caille-Schiemer Company of Detroit. The Caille-Schiemer Company was founded by Adolph A. Caille and financier Jacob Schiemer.

Adolph Caille was born April 2, 1863 in Detroit to parents Joseph Mathias and

Catherine (Moret) Callie. Caille's father was in the retail furniture business and when the family moved to Saginaw.

The young Caille was apprenticed to learn woodworking and the furniture trade. In 1890, he patented an improved cash carrier system that was rapidly adopted by merchants across the coun-



try. (Interestingly, the original patents, from 1889, were issued to his father and the Union Store Service Company of Saginaw and to Emil Zerbe and Frank Church and assigned to the Caille brothers.)

The Caille-Schiemer company was a major supplier of store and saloon fixtures until the floor model single-wheel slot machine was introduced by the Mills Novelty Company of Chicago. Caille-Schiemer was the second to join the market with its

July 15, 1898, introduction of the Puck. The Caille-Schiemer company obtained a trademark for the Puck name on March 7, 1899. Business was good and soon Adolph Caille's younger brother, Art (Auguste Arthur, born April 1, 1867), formed the Caille Company and by 1900 was himself making such machines as the Musical Puck.

This was presumably under

license from Caille-Schiemer but since out and out theft of ideas and trademarks abounded, we may never know. (Dick Bueschel has estimated that as many as a dozen makers produced machines under the Puck name.)

Soon the Caille brothers realized that the division of their efforts was counter-productive and in July of 1901 the Caille Brothers Company was formed, capitalized with capital stock of \$300,000. (Jacob Schiemer then teamed up with Robert Yates to form the Schiemer-Yates company, going on to produce their own version of many popular machines until they

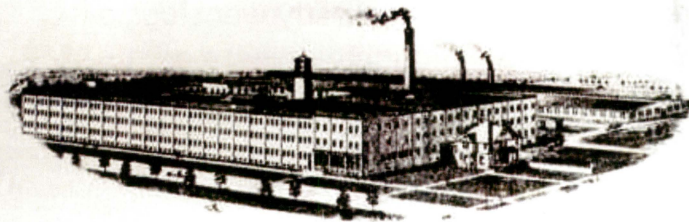
were absorbed back into the Caille Brothers company in 1906.) Even in its infancy, the Caille Brothers Company boasted branches in Chicago, San Francisco, Jersey City, Windsor, Ontario, and Paris, France. Adolph Caille steered his company to second place in the coin machine field and boasted of the largest factory devoted to the production of coin-controlled machines turning out over 80 models and 12,000 machines a



The Puck

THE CAILLE BROTHERS COMPANY

1300-1340 Second Avenue
DETROIT - - - MICHIGAN
U. S. A.



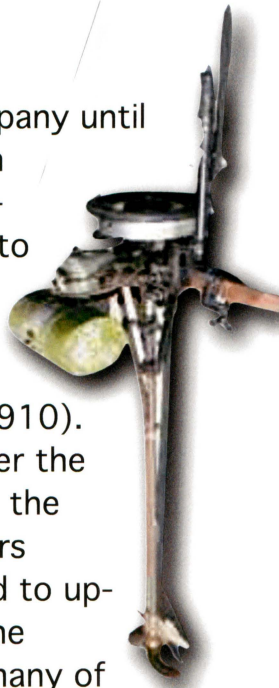
LET SHOWING OUR IMMENSE PLANT DEVOTED TO THE MANUFACTURING OF HIGH-CLASS COIN-CONTROLLED MACHINES

CAILLE PRODUCTIONS HAVE LED THE WORLD FOR UPWARDS OF TWENTY-FIVE YEARS

year. For years, when the Caille Brothers would introduce a machine, Mills would copy it. When Mills introduced a winner, Caille was there with a machine that would go them one better in flash and style. Indeed, the trademark of a Caille Brothers machine was always their extensive use of decorative castings to make each machine a work of art. High polish nickel plating and ornate carvings attracted the attention, and coins, of patrons all over the country. (Ironically, Caille himself became involved with Vaudeville when, in 1906, he and J. H. Kunskey formed The Casino Company that managed a number of theaters in several cities.)

Adolph Caille guided his company until 1932 when the Fuller-Johnson group bought the Caille Brothers Company to obtain rights to an outboard motor that they were producing in the Caille Perfection Motor Company (founded by the brothers in 1910). The Caille name continued after the purchase, but things were not the same. The new Caille managers brought in designers that tried to update their designs to match the “look” of the 1930’s. While many of these machines were works of art for their time, the old Caille splash and zest had been lost. The Caille company went out of business in 1940, though elements of it, through its successors, persisted into the 1950s.

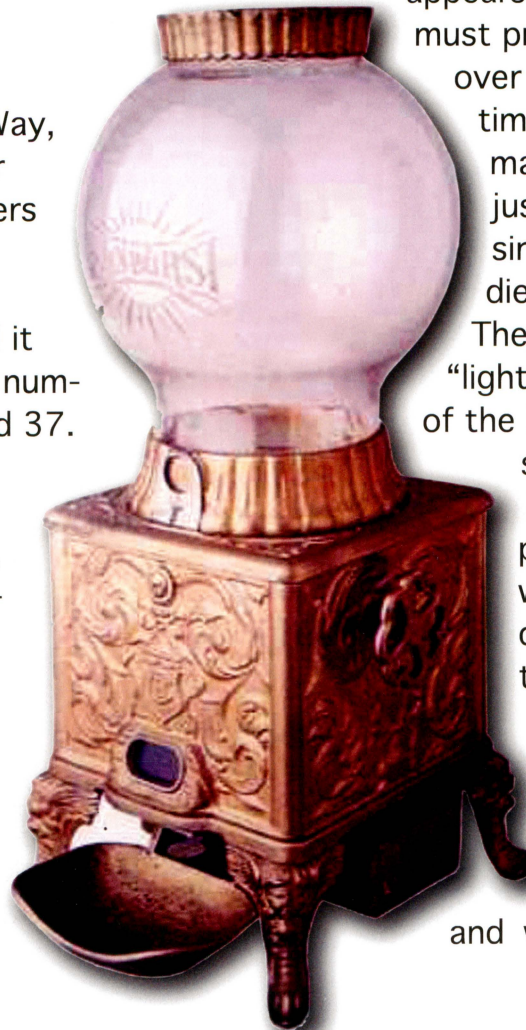
(An unusual slot machine, called the Multi-Bell Seven Way, was devised by Adolph after he had sold the Caille Brothers slot machine business. He started a new company, AC Novelty, to produce and sell it and this company marked a number of machines in 1936 and 37. The machine had seven different kinds of symbols: Strawberries, Bells, Lemons, Bars, Plums, Apples, and Oranges. The player could choose which one of those seven symbols to wager on, and would win a jackpot when three of that symbol came up.)



The Caille Vendors

But what about vendors? The Caille Brothers did not concentrate only on gaming devices. In their very first advertising poster, the Caille brothers tucked in a small picture of a vendor in the upper left corner. Though small, that picture clearly indicates all the art, flash, and style of any of the floor model slot machines that dominate the ad. That vendor is the Caille Sunburst. (The advertisement has been reproduced on page 2 of Richard Bueschel’s *An Illustrated Price Guide to the 100 Most Collectible Slot Machines - Volume 2.*)

Caille boasted that its Sunburst vendor was an “improved peanut or candy vending machine.” What was improved? Since this appears to be their first machine, we must presume it was an improvement over others on the market at the time. Caille said it was “the only machine on the market with adjustable cradle, so that any desired amount of peanuts or candies can be delivered at a time.” They also claimed it to be the “lightest and handsomest machine of the kind on the market.” Handsome it was, but light? With a boxed shipping weight of 34 pounds it was not a lightweight. This sturdy machine displayed its peanuts “attractively through the glass globe which unlocks from the top for refilling.” The machine was advertised as “built of metal finished in fused aluminum” making it “water and weather proof.” The machine



shown in Bill Enes' book (Silent Salesmen - reproduced here) is gold in color, but this implies many of them may have had a bright aluminum finish.

The machine had "an attachment throwing out washers and metal slugs - operated only with pennies." Because the top and base could have different locks (an attribute Caille would later promote), the machine could be refilled on location and the money removed only occasionally. The Sunburst could hold \$6.00 worth of pennies in its money box, allowing only occasional servicing. With a profit margin advertised at 350 percent, it should have been a popular machine. Despite all indications that this machine should have been a popular seller, it has been estimated that only three examples still exist.

The Perfect Vendor

About the same time the Sunburst was introduced, or a little after, Caille advertised a similar machine called the "Perfect Vender". This machine was very similar to

the Sunburst, but had a more utilitarian feel (if that could ever be said about a Caille machine). Offered in single machines, or double units on a floor stand, this machine was offered in bright red enamel with nickel plated trimmings. The enamel finish of these machines was a real plus. As Caille put it: "Note - These machines are furnished in a special baked enamel, so neither weather or salt affects the outward appearance or interior mechanism."

The Perfect Vender had a simpler type globe than the Sunburst, and was offered in at least two styles. This globe held nine and one half pounds of product. Caille pointed out that the "contents show most temptingly, through the very clear glass." The machine vended nuts at a rate of "35¢ a pound" for a return of \$3.32 per fill. Peanuts ran six to twelve cents per pound in those days, so even at the most expensive price, a jobber could get a return of \$2.18 per fill (the equivalent of \$49.72 in 2007 dollars). Caille promised that "in any reasonably good location these machines will vend about 18 to 20 lbs. of nuts per week which is a total of two fillings, a net weekly profit of \$4.36 on each machine you have out." (In today's market that would be just shy of \$100 a week.)



Caille's SIMPLEX
Electric Medical Battery
The Simplex stands foremost in rank among the many classes of electrical machines on the market, and never fails to give complete satisfaction to owner and patron.

DESCRIPTION
Case - Entirely of metal hand-screwed nickel-plated.
Base containing money drawer is of best quarter-sawn oak. Money drawer fitted with Yale lock.
Pedestal - All iron. Top finished in gold. Column in Mexican onyx and base in red enamel, relieved in gold.
Mechanism - Strong and durable, up-proportion brings power through the glass front. Machine contains twenty batteries covered with a special black leather.
Indicator is of iron with bold nickel-plated figures, and accurately shows the amount of current given off. The arrow moves when right handle is turned and electric bell rings continuously until current is automatically shut off.
Time Limit - A clever arrangement whereby a certain amount of electricity is given off for one coin.
Weak or Strong Current is obtained by setting small lever at lower left as desired.
Metal Front is held in place by padlock at top.
Large Sign in colors, enamelled is at top of machine.
One set of two batteries furnished with machine will run about 2,000 operations.

Caille's PERFECT VENDER
FOR PEANUTS OR CANDIES
Positively Water-proof
Every improvement that is necessary for the best results is included in the make-up of the Perfect. A machine that requires practically no attention and one that continually takes in the profit.

DESCRIPTION
Mechanism is most simple, strongly built and carefully adjusted.
Positively rejects all iron and steel chips and cannot be manipulated.
Globe is of very clear glass, bravely displaying the contents.
Holds 9½ pounds of salted peanuts. Refills from top so there is no danger of breaking globe, or upsetting machine.
Separate padlocks for top and lower doors and these can be changed at any time by owner to prevent picking of locks.
Adjustable drum can be set to deliver any amount of peanuts or candy.
Case is of iron beautifully enameled in bright red. Trimmings nickel-plated.
Rubber humpers fitted to metal legs prevent marring of counter.
Attached to iron pedestal or made up in twin style as per small cut.

PERFECT
Twin Style
Height 28 inches
Depth 14 inches
Base 14 inches
Net Weight 100 lbs.

PERFECT
Single Style
Height 28 inches
Depth 14 inches
Base 14 inches
Net Weight 100 lbs.

WE MAKE THE SIMPLEX FOR ANY COIN PLAY

Telegram or Cable Code
Full Length - LIMITED
Cable Style - LIMITED

While neither the Sunburst nor the Perfect Vender are common machines, there are relatively more of the latter known in collections around the country. Advertising aside, to see one of these machines is to

be transported back into the era of Edwardian decadence. Images of turn of the century

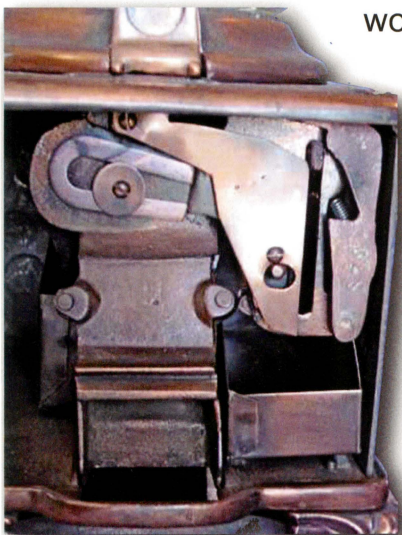


gracefully side. Even the top surface near the coin entry has not been overlooked. Should you have any doubt, the Caille Brothers initials are proudly emblazoned on the front, just above the delivery chute.

Rich and decorative on the outside, the Perfect Vender is no less a

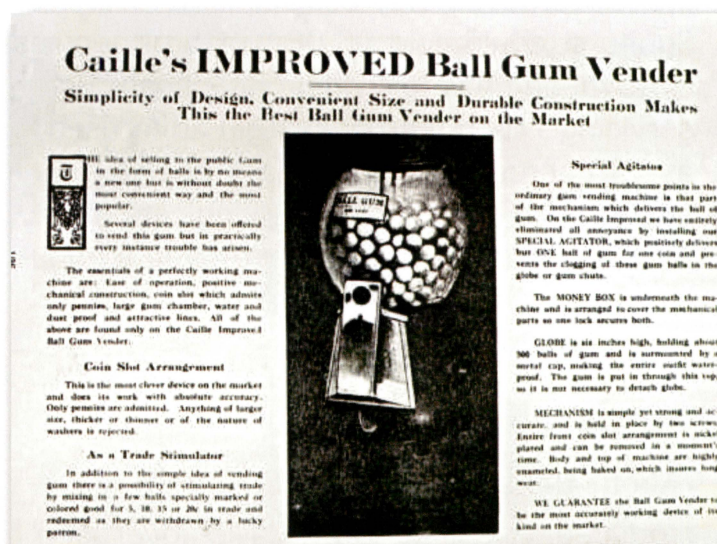


work of art on the inside. Removing the front plate reveals the mechanism. A simple slot, track, and magnet system serve to screen out slugs and incorrectly sized coins. The coin is delivered to the sensing point just above the coin



box (on the right). When activated, a double-acting ratchet system turns the delivery barrel to dump the product down the central chute. The coin is then dumped into the “L” shaped coin box. To facilitate removing the coin box, the delivery chute lifts out, freeing the box.

The Caille Brothers made at least one other vendor - “Caille’s IMPROVED Ball Gum Vender.” This machine reflects the chang-

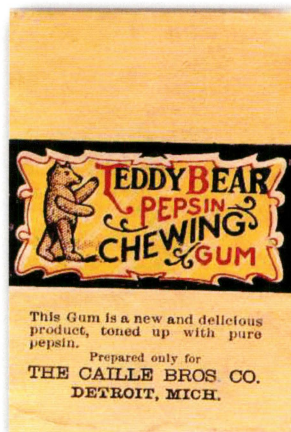


ing direction that designs took later in Caille's history. Even though the design had lost some of its flair, the ad writers had not. Advertised as the ultimate answer to clogged delivery shoots and balky mechanisms, this machine was guaranteed “to be the most accurately working device of its kind on the market.” Other machines of the same period still retained more design flair or did a better job of capturing the changing styles of the art deco era. When the success of a countertop vendor in capturing the discretionary, unplanned expenditure of loose change, this drab vendor was likely overlooked, leading to poor sales both by and for this vendor.

Another Caille Vendor

Many collectors forget that there is another rare example of the Caille flair for design and embellishment: the Teddy Bear Gum vendor. This rare vendor shares the intricate casting designs of the Caille Perfect vendor while adding animation and old-world charm with a performing teddy bear. Designed to sell Teddy Bear Gum, a private label gum made for Caille by an unknown maker, this machine departed from the Sunburst and Perfect vendors by using tab gum rather

than bulk merchandise. Tab gum was a more popular form of gum at the time and allowed for the vendor or manufacturer to identify their own gum to insure (and advertise) its quality. This was not possible for the round gum or bulk merchandise until much later when Ford Mason invented a way



to brand his gum balls. (But that is a different story.)

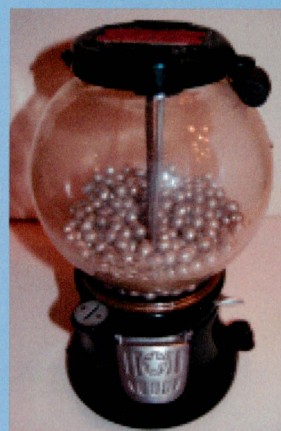
Vanishing Vendors

Where have all these beauties gone? Why are so few known today? Like many things in our hobby, we can only speculate. While Caille was known for the ornate look to all of their machines, they were equally well known for making more expensive machines than their competitors. The turn of the century and the years that followed were boom times for the slot machine and trade stimulator industry, but the vending industry was relatively well established with many companies competing for the jobbers dollars. Did Caille price themselves out of the market? Despite the surviving advertising, did they ignore this aspect of their business in favor of the more lucrative slots, trades stimulators, and amusement machines? Did these heavy cast iron machines fall to World War II scrap iron drives?



Because of their beauty, have these machines found homes with non-collectors who are keeping them for themselves? We may never know the answers. One thing is certain, to see one of these machines is to truly appreciate a time gone by, and to understand why many of us collect these bits of the past.

Are You Out of Space?



If your life has become too cluttered and you need more room - why not unload some of those machines you've had for a long time, and let me enjoy them at my house?

I have new shelves that need Columbus machines.

*If you have examples of the machines shown here that could use a new home, **call me and tell me your price.** Or maybe you have another Columbus machine that you think I should buy. Remember, you can always come visit them - my house is close to Vegas, Baby!*

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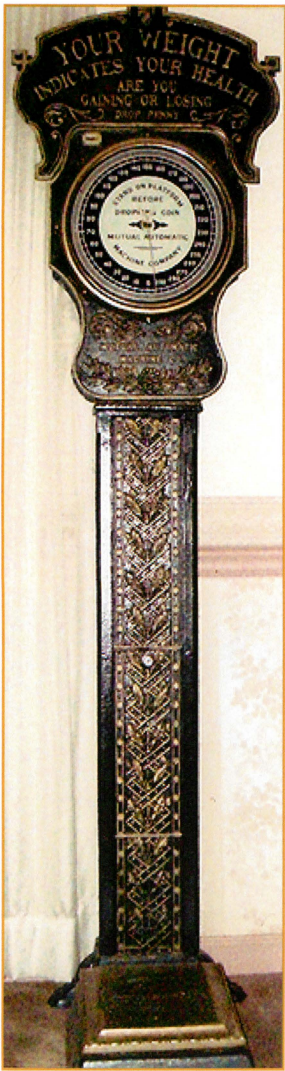
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NATIONAL WEIGHER SCALE

Circa 1910

by Jim & Merlyn Collings



This handsome and decorative cast iron scale was manufactured by National Novelty Scale Co. Although it may have been made by the Mutual Automatic Machine Co. (Photo 1) The scale was most likely vended first in Omaha, Nebraska. In all likelihood the Mutual Automatic Machine Co. copied the National Novelty co. design.

The scale is quite tall measuring 78 inches in height. This includes the large 20" x 11" fan marquee. (Photo 2) Some of



these marquees have been reproduced but they certainly add to the beauty of the scale. The fan marquee reads: YOUR WEIGHT INDICATES YOUR HEALTH / ARE YOU GAINING OR LOSING / DROP PENNY.



The National Weigher or Mutual Automatic Machine Scales can sometimes be found, to the collectors delight, on the internet, antique stores, private collections, auctions and at the CHICAGO-LAND SHOW! We have owned a few of these decorative scales throughout our years of scale collecting. Most of the scales are repainted in a myriad of color combinations.

The scale column (photo 3) is painted silver and blue. The square column is decorated or embossed with leaves and geometric designs

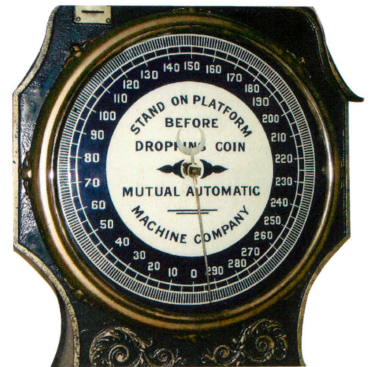
on the front and back. The two sides are smooth and painted blue.



At the top the column, or the base of the face, (known as the neck), fancy scroll work adorns it. It is also filled with leaves and berries. Embossed on the center of the neck is written: MUTUAL AUTOMATIC MACHINE CO.

(Photo 4) In this neck area, it was usually plain, which was typical of the National Novelty Co. scale.

The scale face is made of blue and white porcelain. It reads: STAND ON PLATFORM BEFORE DROPPING COIN / MUTUAL AUTOMATIC MACHINE COMPANY. (Photo 5) The National Novelty co. made different porcelain faces with other wording. In our opinion, the National Weigher or Mutual Automatic scale was made in Minneapolis, Minn. by the National Novelty Co. But, it is quite possible the Mutual Automatic Machine co. changed the face, neck and footplate to promote their own vending company located in Omaha, Nebraska.



The 14"x11" brass footplate reads: MFD. BY MUTUAL AUTOMATIC MACHINE CO. (Photo 6) Notice the claw feet that stabilize the scale.

This attractive and collectible scale has a simple mechanism and is easy to work on. The scale could be put in almost any room in the home and would become a great conversation piece.



HAPPY SCALE COLLECTING!

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- and -
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Ajax/Log Cabin	\$50 ea, \$95/2, \$135/3	Columbus #9 No Star	\$50	NW 33 Gumball 3.5#	\$40
Advance Lg or Sm Football	\$40	Double Nugget	\$45 or 2/\$85	NW 33 Junior (Lexan)	\$50
Bluebird Large	\$50	Grandbois Cylinder	\$35	Regal Cylinder or Pear	\$40
Climax 10	\$65	Hamilton	\$45	Silver King	\$40
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Columbus #8 No Star	\$50	NW 31 Merch	\$45		



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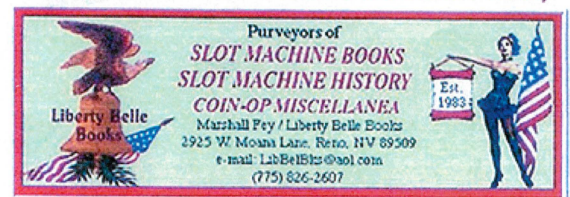
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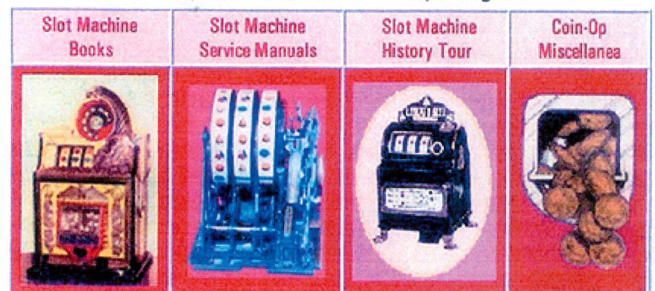
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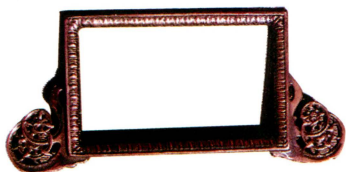
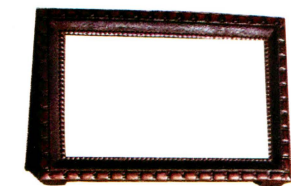


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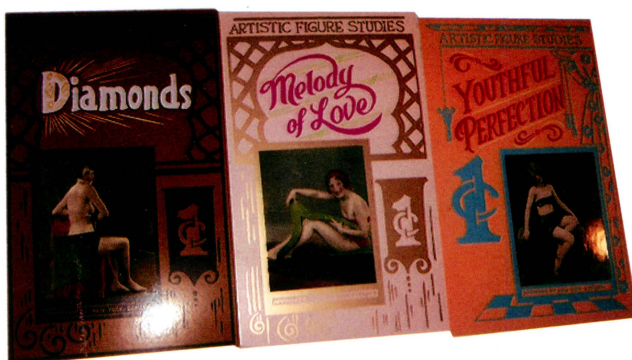
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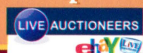
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Tales of the Hunt

Hosted by Jack Freund

This tale is submitted by Jimmy Rosen, Duncannon PA. It isn't so much about the "find" itself, but it tells us a lot about an offbeat machine that most of us have never heard of. Very interesting.....I'll let Jimmy tell his "tale" in his own words:

"1932 Stevo-Ball 600 (Jackpot) Pinball"

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Gottlieb, Bally, Exhibit Supply, Mills, Rock-ola, Genco....AJ Stephens & Co? When it comes to pre-war pinball, certainly most of you are familiar with the first six companies. They were the big players and innovators of early pinball. During the 1930's, these companies churned out a constant stream of titles month after month. They became powerhouses during the Depression, making big money for themselves and their route operators.

So who was A.J. Stephens & Company of Kansas City, MO? You probably never heard of them. I did a little research on this company primarily because I have one of their pingames in my collection. It's called the "Stevo-Ball 600" or "Stevo Jackpot". As far as I know, this is the only sample currently known and I believe it was hardly used. I bought it from Bill Butterfield, another C.O.C.A. collector from Napa, CA who specializes in jukebox parts (www.jukebox-parts.com 707-224-3435). Bill found it in Albuquerque, NM, about 3 hours away from its original location in Alamogordo, NM!

Built out of walnut, it's in beautiful original condition down to the oriental decorations in the top corners of the playfield. Initially, pinball collector and historian Gordon Hasse and I thought these decorations were not original but an ad in "Automatic World" mentioned them. I told Gordon I was almost ready to scrape them off. I'm glad I didn't!

I had to replace the small backdoor which was missing and repair the ball lift which was broken. I believe it was broken early in its life. The telltale clue is that the playfield has virtually no wear on it which makes me think this game was hardly used and relegated to a storage room.

According to a July 1932 "Automatic Age" ad, A.J. Stephens & Company was America's "premier radio cabinet stylist". At some point in 1931/32, management decided to enter the booming pingame business. They became one of dozens of obscure manufacturers vying for market share.

It seems one way they tried to differentiate themselves from other makers was with a built in jackpot feature. Looking at the listing of all pre-war companies and their respective titles in Bueschel's Encyclopedia of Pinball, Volume 1, the Stevo-Ball 600 is one of the earliest payout pins. And it was completely mechanical. No AC power, no batteries. The jackpot is filled automatically. Every 6th nickel played is diverted into a special area at the front of the game, and if a player is lucky enough to land one of the marbles in the "600" hole, he or she is awarded a pool of coins through a small trap door. I've included a few pictures so you can see how it works. I've also included a trade ad of the game that was sent to me by Gordon.

All of their trade ads touted it as a game of skill, therefore legal in areas where gambling was not permitted. Personally, I think it is nearly impossible to win the jackpot. Look how the "600" hole is so guarded by pins. You would need some serious luck...I mean skill to make that. Since there was no tilt mechanism on the game, I would imagine patrons shook the game with great fury trying to get the jackpot, which may account for the scarcity of these games today.

If you look at the Internet Pinball Database (IPDB), it shows that A.J. Stephens & Co put out a few more non-payout games in 1932. But there is no mention of any other machines made after that. It seems their foray into the pinball world was apparently short lived. Perhaps there was too much competition and they preferred to concentrate on their more lucrative radio cabinet business. (There was probably a good chance they continued to make pin cabinets for other manufacturers just like they did with the radio industry.)

But the payout feature lived on. Many of the large manufacturers developed a line of payout machines. Early on they were known as "Jackpot" machines and then "One Ball" machines. Later, they evolved in to "Bingo" machines. All trying to claim some form of skill to avoid being labeled as gambling devices.

So here's to you A.J. Stephens & Co—your life in the pinball world was brief but the impact lasted for decades.

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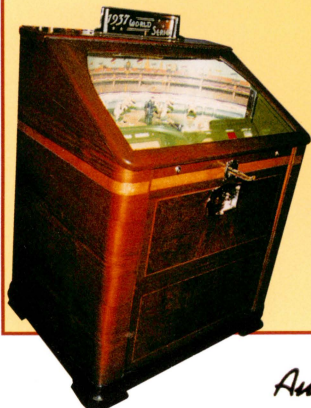
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